

Starting today  
some of us can get an  
unfair advantage.









# Introducing Amiga.

## The first personal computer to give you a creative edge.

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If you haven't found the right computer yet, then you've never met Amiga. No other personal computer, even the ones that cost a lot more, can match Amiga feature for feature. It's light years ahead of the rest and that keeps you ahead of your competition.

There's never been a computer with graphics like this. Amiga sees the world more like you do in over 4,000 colors. With dimension, animation and almost photographic realism. You'll even be able to take an image from a video camera or VCR, transfer it to Amiga and then add color, animation or special effects.

There's never been a computer with this kind of speed and agility. Amiga is faster than Macintosh® or IBM® PC. And many times more productive, because it can do as many as four or five things at once. That's multi-tasking.

There's never been a computer

that sounds this good. Amiga comes with four channels of stereo sound and a bass response and octave range that exceed many stereo speakers. And Amiga talks in a male or female voice with an unlimited vocabulary.

There's never been a computer with this kind of versatility. Amiga can run IBM programs. You can easily add almost any printer, modem or accessory you'd ever want. And there's room for the ones still being invented. We built Amiga to change and expand so it's the last computer you'll have to buy.

There's never been a computer with this much power at this low price. Amiga's 256K RAM is just a start. The power goes deeper. In addition to the powerful micro-processor that's the heart of Amiga, we've added three amazing custom chips that handle graphics, sound and routine operations. The power you need to work isn't eaten up

working the computer like on other machines.

There's never been a computer that's easier to use. Amiga lets you use symbols instead of complicated commands or strange codes. Just point the Amiga "mouse" at pictures of whatever it is you want to do. Or use the keyboard. Of course, if you already speak the language, you can talk to Amiga in BASIC, PASCAL, LOGO, C and Assembler. Amiga is friendlier so it gives you more choices.

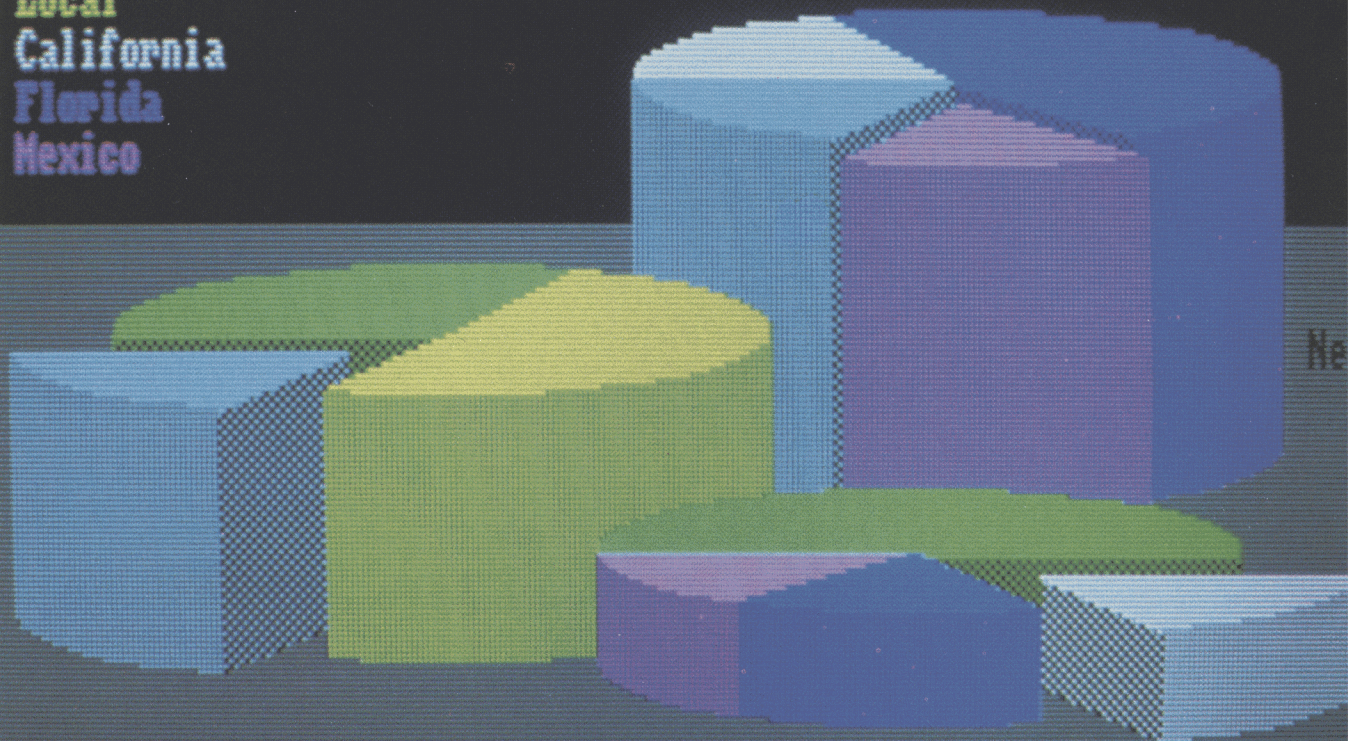
There's never been a computer this useful. Amiga will be your number cruncher, filing system, audio-visual department, graphic designer, print shop and faithful workhorse. It can add new creativity to your life and bring new life to everything you create.

Experience Amiga's creativity and you won't wonder what you'd do with a computer, you'll wonder how you ever lived without Amiga.



# COMPARISON OF PRODUCE SUPPLIERS by Amount & Area in Which Sold

Packaged Co-Op  
Bulk Co-Op  
Local  
California  
Florida  
Mexico



Washington D.C.



# Amiga brings a creative edge to business.

Unfortunately in this world of paper-work and production, deadlines and bottom lines, you're often asked to do too many things at once.

Fortunately there is a new business tool that revels in multiple tasks – Amiga.

Amiga combines speed and power into a truly remarkable machine. One that is three times faster than Macintosh, with twice the memory of an IBM PC. A system so sophisticated that it can run IBM software.

Amiga will print your cover memo, search your data base, make a bar graph, all while you're using a spread sheet. And there's probably enough power left over to receive a phone message or stock quote over a modem at the same time.

What's more, Amiga will do all these things at once in separate windows. Not just display them. Work on them. No other personal computer can.

Amiga has been designed so that

you can design virtually anything on Amiga. From maps to machinery, surfboards to board rooms, widgets to doohickeys.

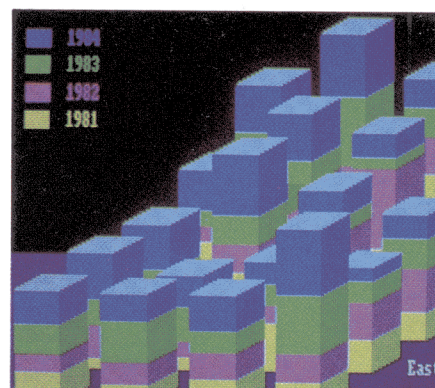
In a matter of minutes you can change a product's shape or color, alter its composition, improve its operation. While at the same time produce reports and charts for production costs, delivery dates and sales volume.

Change a spec? Wait a sec and see how the profit picture changes. In full color. In bar graph form. Or pie chart. Or exploded pie chart or exploded three-dimensional pie chart.

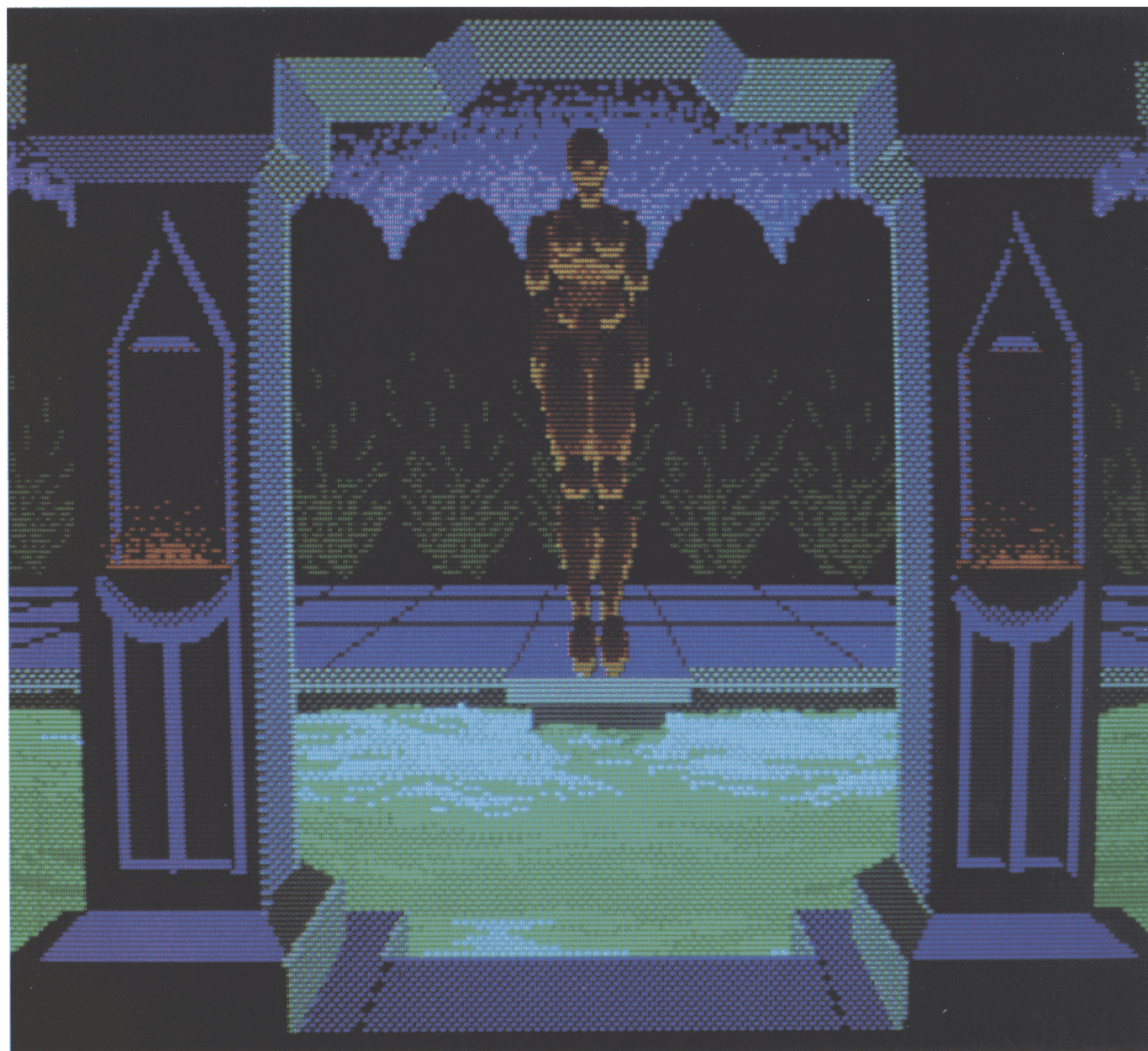
Amiga's built-in graphic design capabilities let you design logos, company stationery, brochures and training manuals. With an Amiga Framegrabber, you will be able to take an image from video tape, digitize it, overlay graphics and titles, and then capture the end result on slides, hard copy or video tape. All at home or in the office.

In fact, with Amiga's own software you can use the machine's multi-tasking capabilities to be able to simultaneously use your own combination of individual programs.

Multi-tasking, superior speed and memory, and incredible value. It's unfair that other computers have to compete with Amiga. And an unfair advantage for those of us who own one.









# Amiga brings a creative edge to the arts.

The key to creativity in any artistic field is imagination.

Well, imagine the creative edge you'd have in graphic arts with a computer that has over 4,000 colors available. And can give graphics the added dimension of the third dimension.

Or imagine the creative edge you'd have in music with a computer that lets you orchestrate 32 instruments into stereo sound of studio quality. A sound far superior to that of any other personal computer on the market. At any price.

Imagine all this and more in one powerful computer at a price that's music to your ears. Imagine the creative edge you would have with Amiga.

Amiga gives an artist a palette of 4,096 colors to choose from. And presents them vibrantly in a variety of resolutions: 640x400, 640x200, with 16 colors, and 320x200 with 32 colors. In fact, the lowest resolution on Amiga is the highest on most other personal computers. And you don't have to be a computer genius to know that the better the resolution, the better the image.

You can customize text fonts and



have complete control over their color. With a limitless array of font, color and dimension possibilities, you can create your own ads, cartoons, logos, stationery and more. Or you can sit back, relax and just doodle.

The Amiga animation program even lets you bring your creations to life. Characters can interact with one another against fabulous backgrounds of storybook castles, bustling cities, sweeping panoramas. The only limit is your imagination.

Become a Spielberg or Lucas as you add titles and special effects to your video movies. You can even use

Amiga's music program to provide a musical score.

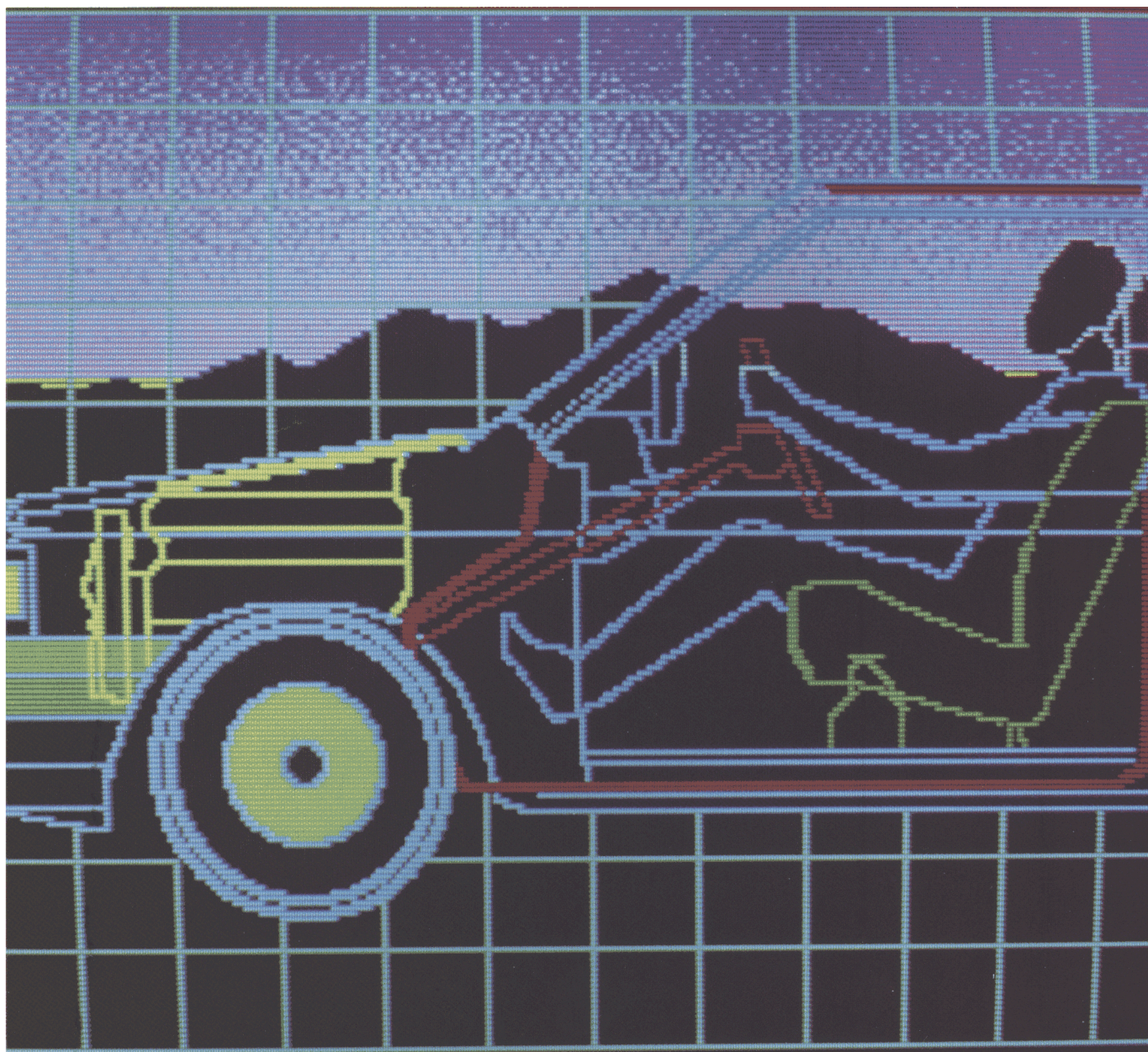
You can also play a simple lullaby on piano, or give it a full orchestration that would make Brahms proud. Or create your own instruments and sounds, like a foghorn banjo or broken bottle trumpet. All with stereo reproduction of the highest order.

You can play music into Amiga, have the software write the score for you, and go back to edit the score. Amiga can play along with you, too. The program listens to what you are playing and adjusts itself in real time. For instance, if you s-l-o-w down, Amiga slows down. It's as though you are playing the lead and another musician is accompanying you on another instrument.

Not only does Amiga perform anything from scales to symphonies, but it talks to you in either a male or female voice. You can perfect stand-up routines, learn Longfellow and practice Poe—even study French.

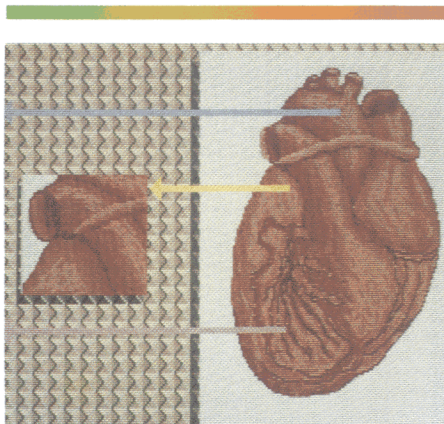
No matter what the application, Amiga will help you draw, design, compose, recite, and play better. Simply put, Amiga raises computer performance to an art.







# Amiga gives a creative edge to education. And technology.



Graphics, animation, music and speech make Amiga quite a teacher. Computer learning is no longer kid stuff. You'll be able to go far beyond mathematics lessons and SAT drills.

Imagine an astronomy program that lets you choose any destination in the universe—from the far side of the moon to a black hole at the edge of the Milky Way—and then takes you there in the blink of an eye. Or how about an anatomy

lesson that demonstrates how your heart pumps blood and gives you a three-D view of the inside of an artery. Or a French teacher that shows you pictures of Paris, teaches anytime of the day or night and corrects your pronunciation out loud. All this and much more will soon be possible on Amiga. And since you will be able to interact with Amiga, you can learn at your own pace with your own personal tutor.

Anything you can dream up, you can design or invent on Amiga. And as more specific software is introduced, Amiga will become an indispensable tool for all sorts of businesses from tool and die makers to clothing designers. The graphics chip inside Amiga gives it the power to visualize and animate in a way that used to be available only on special graphics machines that cost well over \$20,000. CAD (Computer Aided Design) abilities are built into Amiga. That means you can project your design into

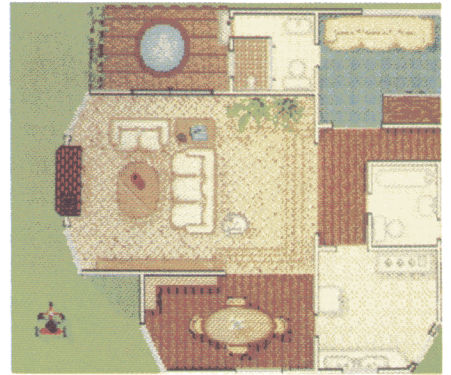
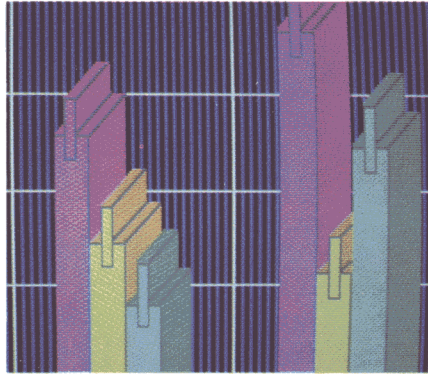
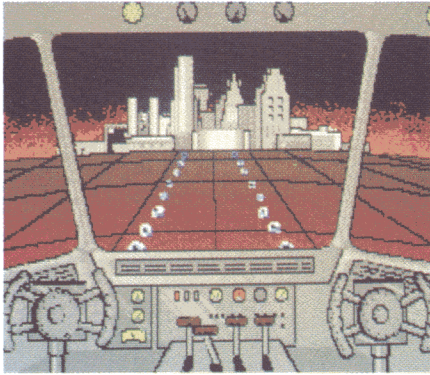
three dimensions, turn it, animate it, and see if it flies, or swims.

Amiga will be an incredible "what if" machine in planning. The machinery in a manufacturing plant can be arranged and rearranged on the screen. You can put together the pieces of a technological puzzle, any size puzzle, from the plan for a new city to arrangements of charmed quarks. And what you see on Amiga is what you get—in hard copy, slide, even videotape.

There's no technology that couldn't benefit from Amiga. You can use it to design anything from a better mousetrap to a better computer.

And both the educational and the technical market will benefit from what may be Amiga's most important feature—affordability. Small businesses and school districts can now afford a more sophisticated, more useful computer than the expensive machines their bigger, richer competition already bought.





Help Project Layout Styles Extras

Business Letter

Form of Address: ☒ Mr ☐ Mrs ☐ Ms ☐ Dr ☒ Mr ☐ Mrs

First Name:

Last Name:

Company Name:

Company Address:

Job Title:

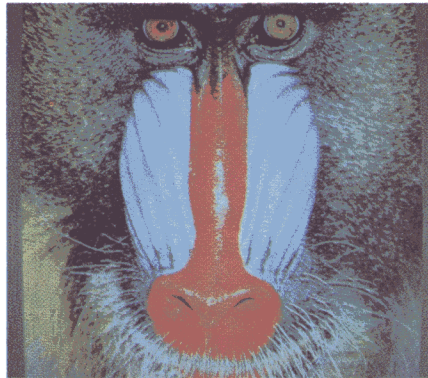
Typist's Initials:  Date:

Carbon Copy:

Format: ☒ Full-block ☐ Semi-block

Enclosure: ☐ Yes ☒ No

OK

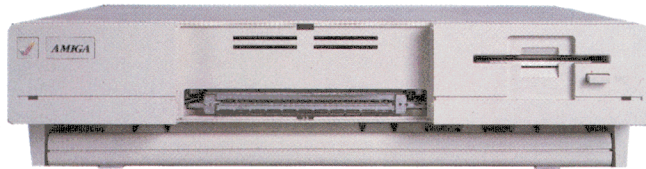


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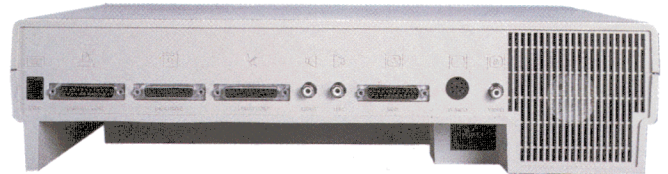
You are about to enter a new world of speed and power, a dazzling universe of color and dimension that is unmatched by other personal computers at *any* price. Let alone the price of Amiga.





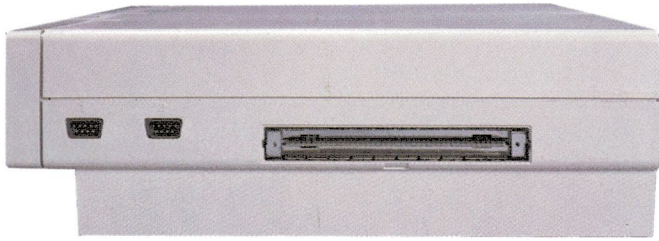


**Front expansion slot open.** The Amiga is built with "open architecture." There's room for expansion, plenty of ports and easy accessibility. The front of the machine opens so the 512K expansion module snaps in place in less time than it takes to read this page.

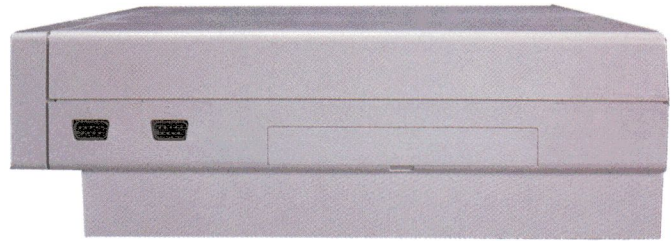


**Back ports.** Left to right are the keyboard ports; parallel printer port for high-speed printing; a port for additional disk drives; a serial port for modems, serial printers or a Midi keyboard interface; left and right speaker ports; an RGB high resolution monitor port (which can also be used to add a Genlock to interface Amiga with your VCR or video camera, or as a port for a Framegrabber/digitizer); a standard monitor port; and a port that lets you use your TV monitor.





**Side with expansion bus open.** The expansion bus makes it easy to add memory boards to Amiga up to an incredible 8 megabytes. The bus also means that Amiga is open to many other peripherals including a laser disk controller, a home monitoring unit and much more.



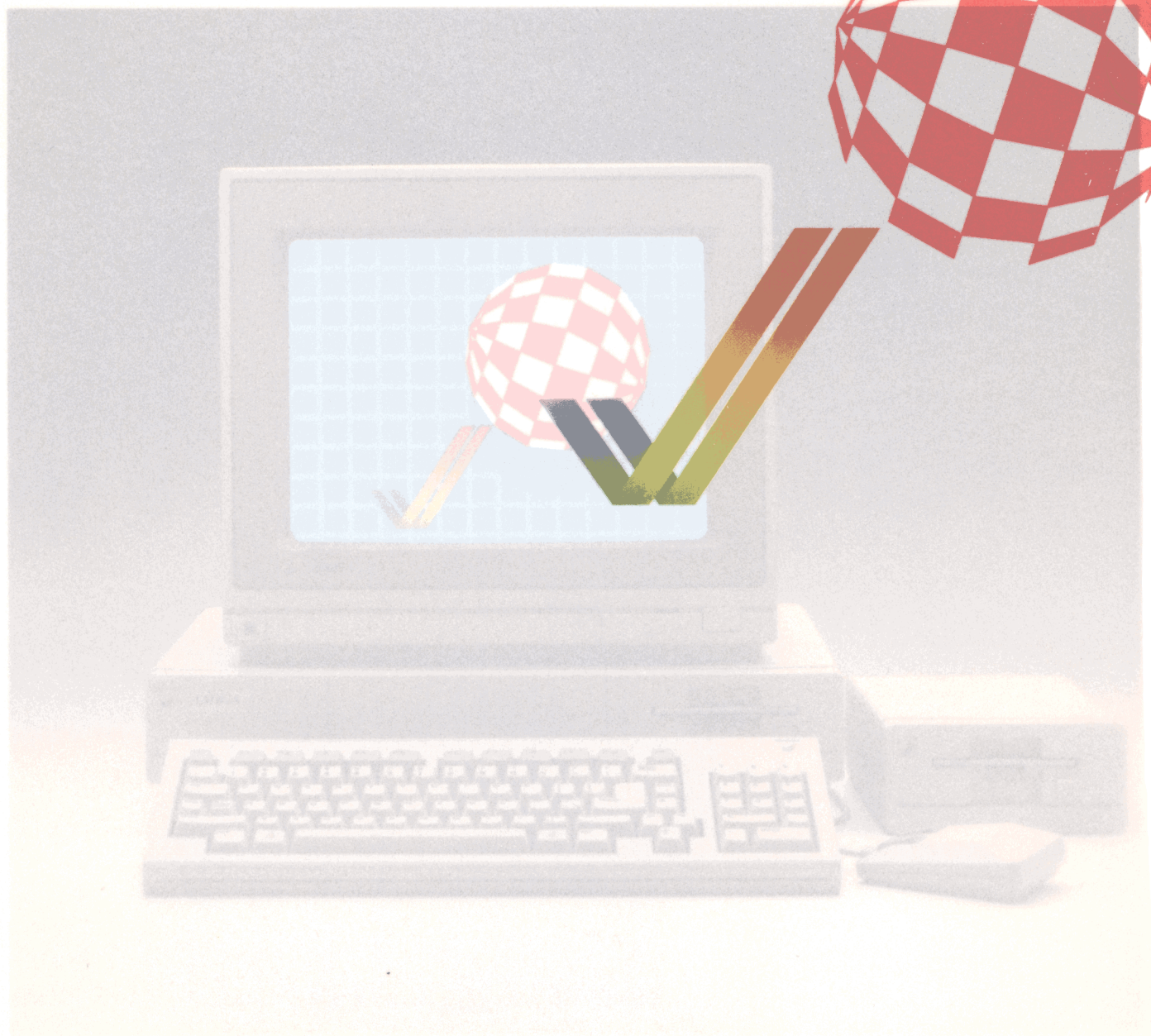
**Side with expansion bus closed.** Note the two ports for a mouse or joysticks. Amiga is ready to handle most existing peripherals and many more that are still being invented. It's so expandable it's not only state of the art now, it will be for years to come.













# Amiga brings a creative edge to professionals like you.

"The much-heralded Amiga is a technological marvel. Its silicon credentials are sophisticated, slick and superior. The machine holds the promise of being a vanguard toward a new kind of computing—computing based on a technology so powerful as to be nearly transparent between the user and his or her needs. . . . It is a new performance standard that has the potential to carve out a less cryptic and more dynamic style of computing. Perhaps a year or two from now those new to computing will look at Amiga and say: 'Of course, that is what a computer is supposed to do. Right?'"

Personal Computing

"The real message to come away with is that the Commodore Amiga is a new communications medium—a dream machine. Its display is crystal clear—better than any I have ever seen, in any graphics mode. Its sound far surpasses that of any microcomputer that has come before. Its multi-tasking

computing power and open-ended RAM capability make it a Herculean muscle machine. The expansion port with MPU bus leaves the future wide open for peripherals, including hard disks and CD-ROMs. Make no mistake about it: the Amiga may never inspire a religious experience in the user, but it can serve as the delivery vehicle for extremely sophisticated interactive experiences. And with its canned set of tools, it may come close to providing a religious experience for the programmer."

John J. Anderson  
Creative Computing

"The Amiga is a very exciting product. Its combined capabilities in speed, memory access, multitasking, sound synthesis, color graphics and video synchronization, represent a breakthrough in technology that puts the Amiga a generation ahead of its competition. The Amiga's power, open architecture, and flexible approach to the user interface ensure that the Amiga

will open up important new market segments across the board."

Egil Juliensen, Chairman  
Future Computing Inc.

"The Amiga will revolutionize the home computer industry. The software we're developing for the Amiga will blow your socks off with fantastic animation and sound. You'll see exciting new titles and improved versions of our best selling hits. We think the Amiga helps fulfill the promise of personal computing, and will give Electronic Arts and the entire industry a very bright future."

Trip Hawkins, President  
Electronic Arts

"It is the machine the home market has been waiting for. It's a computer without flaws."

David Seuss, President  
Spinnaker Software







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